



PATENT  
Customer No. 22,852  
Attorney Docket No. 05725.1178-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Celine BRUCKER et al.	)	Group Art Unit: 3622
	)	
Application No.: 10/633,613	)	Examiner: Rodney M. Henry
	)	
Filed: August 5, 2003	)	Confirmation No.: 5378
	)	
For: METHODS OF MARKETING A	)	
MASS CONSUMER PRODUCT	)	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action mailed May 1, 2009, the period for response having been extended to September 1, 2009, by a request for extension of one month and a fee payment filed concurrently herewith, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper, beginning on page 2.

**Remarks** follow the amendment section of this paper, beginning on page 12.